

## For Immediate Release

### **Mouser Electronics Gears Up with IndyCar Champion Tony Kanaan for Grand Prix at Long Beach**

**April 11, 2012** – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced racing preparations are in top gear for the Toyota Grand Prix of [Long Beach](#), CA. where IndyCar champion Tony Kanaan will drive the No. 11 Mouser Electronics/GEICO/KV Racing Technology Chevrolet/Firestone IndyCar on April 15.

The Long Beach race signals the green flag for Mouser as it launches into the 2012 IndyCar season. Mouser first set its sights on IndyCar sponsorship last year as an innovative way to communicate the company's drive for high-performance and speed, and as a high-tech platform to showcase its valued supplier partnerships. Joining Mouser as co-sponsors are [TTI, Inc.](#), [Murata](#), [Molex](#), [TE Connectivity](#), [Phoenix Contact](#), [Littelfuse](#), [KEMET](#), [Ohmite](#), [Hammond](#), [Harwin](#), [Digi](#), [ebm-papst](#), [Omron](#), [BIVAR](#), [Fluke](#), and [Amphenol](#). After a record-breaking 2011 debut, Mouser is eagerly racing into the new Indy season alongside its IndyCar partners and Kanaan in the driver's seat.

The infamous race spans 167 miles of adrenaline-filled track. Ever since its commencement in 1975, the track at Long Beach has seen decades of high-intensity, high-speed duels between some of the top names in IndyCar racing, such as the 1977 race where Mario Andretti avoided a first-lap, multi-car collision and went on to out-duel Formula One stars Jody Scheckter and Niki Lauda to become the first American to win a F/One race in a U.S. Grand Prix.

"The Grand Prix at Long Beach is one of the most exciting IndyCar events of the year, and after Tony's impressive performance in 2011, we're all pulling for him as he gears up for the challenge ahead," says Larry Johannes, Mouser Vice President of Strategic Marketing. "With Tony behind the wheel, and Mouser and all of our supplier partners cheering him on, this year's race is sure to be a pulse-pounding battle."

Kanaan brings a proven track record to IndyCar racing. In 2003, Michael Andretti selected Kanaan to take his driver's seat. He didn't disappoint, posting one victory, nine top-five and 12 top-10 finishes in 16 races. 2004 was even more spectacular. He became the first driver in major auto racing history to finish every lap of every race for an entire season on his way to driving away with the 2004 IndyCar Series title. To date, he has captured 14 victories and 14 poles in addition to his championship run in 2004. For the latest updates on Mouser's IndyCar news and Tony Kanaan, visit <http://www.mouser.com/indy/>.

-- continued --

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 19 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated daily and searches more than 8.7 million products to locate over 2.8 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

#### **About Mouser Electronics**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 2.8 million products online from more than 450 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 325,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

#### **Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

-- 30 --

Further information, contact:  
Larry Johannes, Mouser Electronics  
Vice President Strategic Marketing  
(817) 804-3534  
[larry.johannes@mouser.com](mailto:larry.johannes@mouser.com)

For press inquiries, contact:  
Kelly DeGarmo, Mouser Electronics  
Corp. Communications & Media Relations Mgr.  
(817) 804-7764  
[kelly.degarmo@mouser.com](mailto:kelly.degarmo@mouser.com)